AMENDMENTS TO THE CLAIMS

1. (Currently Amended) A method of forming a beverage container having a straw pierceable dimple, said method comprising the steps of:

placing a ~~locating indicia~~ registration mark on a web of flexible moldable material;

~~positioning~~ using said registration mark to index said web between a male mold element and a female mold element, closing said male and female elements on a portion of said web adjacent said locating indicia;

heating said portion of said web in said mold elements to form [[a]] the dimple in said web, ~~said~~ wherein the dimple ~~having~~ has a predetermined width having a thickness that is less than a thickness of said web;

forming said container with said dimple on a wall of a container.

2. (Original) The method of claim 1, wherein said dimple is formed with a parabolic shape.

3. (Currently Amended) The method of forming of claim 1, wherein said web is formed into at least one panel ~~after said heating set~~.

4. (Withdrawn) A container for holding a beverage comprising:

a wall of a flexible moldable material, said wall having a locating indicia formed in said wall adjacent a dimple, said dimple extending inwardly into said container and having a thickness less than a thickness of said wall.

5. (Withdrawn) The container for holding beverage of claim 4, wherein said container is a pouch formed from a web of flexible material.

6. (Withdrawn) The container for holding beverage of claim 5, wherein said locating indicia is a circle printed on said wall around said dimple.

7. (Withdrawn) The container for holding the beverage of claim 4, wherein said dimple has a parabolic shape.

8. (New) A method of forming a flexible pouch having a straw pierceable dimple, said method comprising the steps of:

providing a web of material having a locating indicia for identifying a straw pierceable portion of the flexible pouch;

indexing the web at a molding station using the locating indicia, wherein the molding station includes a male mold element having a heated rod and a female mold element having a parabolic cavity;

molding a dimple having a parabolic shape within the locating indicia in the web of material at the molding station by compressing the web of material between the male mold element and the female mold element and applying heat so that the cross-sectional thickness of the dimple within the locating indicia is less than the cross-sectional thickness of the web of material outside the locating indicia; and

forming the flexible pouch.

9. (New) The method as set forth in claim 8 wherein said locating indicia is circular in shape.

10. (New) The method as set forth in claim 9 wherein said method of forming the flexible pouch further includes the step of forming the web into a panel.

11. (New) The method as set forth in claim 8 wherein said dimple protrudes into the pouch.

12. (New) A method of forming a flexible pouch having a straw pierceable dimple, said method comprising the steps of:

providing a web of material having a locating indicia for identifying a straw pierceable portion of the flexible pouch;

indexing the web at a molding station using the locating indicia, wherein the molding station includes a male mold element having a heated rod and a female mold element having a parabolic cavity;

molding a dimple having a parabolic shape protruding into the pouch within the locating indicia in the web of material at the molding station by compressing the web of material between the male mold element and the female mold element and applying heat so that the cross-sectional thickness of the dimple within the locating indicia is less than the cross-sectional thickness of the web of material outside the locating indicia; and

forming the flexible pouch.